

CONTACT

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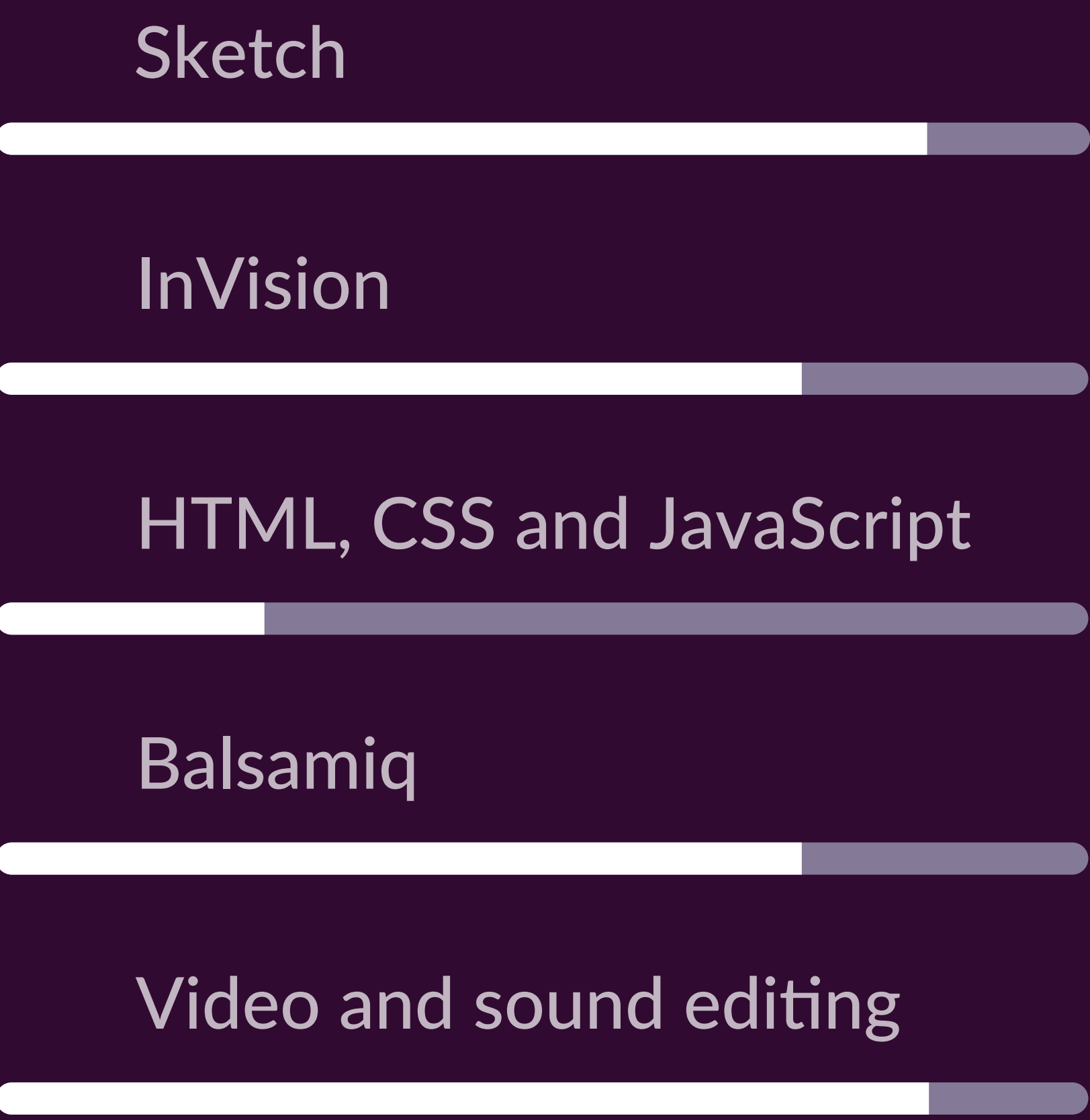
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UX

- Content strategy
- User Research
- User flows and personas
- Prototyping
- Information Architecture
- Project management

TECHNICAL SKILLS



MARIE PETER

USER EXPERIENCE DESIGNER

WORK EXPERIENCE

CareerFoundry
2018-2019
Mentored online UX Certification

User Experience Designer

Graduate from an intensive hands-on certification in UX methodology and Design Thinking. I built my own mobile-native application from the problem discovery to an interactive prototype. My moto is: “Research, design, test, iterate, repeat”.

- Conduct UX Research, quantitative and qualitative
- Elaborate customer’s journeys and personnas
- Create practical, engaging wireframes and prototypes
- Analyse data to extract insights and support design decisions
- Present ideas and concepts
- Be the voice of the User at every stage of a product development
- Ensure User’s seamless experience

CareerFoundry
2019
Mentored online specialization

SheCodes
2018
5-weeks online coding workshop for beginners

Frontend Development for Designers

I aim at translating the design vision to the Developers in a way that they can understand and accept. Speaking the same language is crucial, especially if the design and the interactions behind a project are complex.

- Strong basics in HTML, JavaScript and CSS
- Currently building my own responsive website
- Knowledge of GitHub functionalities
- Able to communicate the technical requirements of a design

i24News, Tel Aviv
2013-2018
International news channel in English, French and Arabic

France24, Paris
2010-2013
International news channel in English, French and Arabic

BFMTV, Paris
2008-2011
Top French news channel

Journalist - News Editor

I consider my job done when my team delivers a flawless product, on time. As part of the core teams who launched two successful hard-news channel, I co-built the workflows for the editorial and technical teams.

- Turn complex concepts into simplified, yet engaging content
- Quickly choose the contents and actions to prioritize
- Strict attention to details
- Stay cool during breaking news
- With the Dev team, upgrade the production tools and interface

M6, Paris
2009-2011
“Un diner presque parfait”, a popular cooking reality-show

Writer

Storytelling is about bringing events and emotions together into a coherent package for the listener. I write copy that people can connect with, with a knack for microcopy.

- Extract meaningful traits, motives and ambitions to create characters
- Synthetize 16-hours shootings into 52-minutes episodes
- Use visuals and sounds effects to convey true thoughts and emotions
- Promote the tone of the show (joyful, popular, honest)
- Coordinate a 10-person team

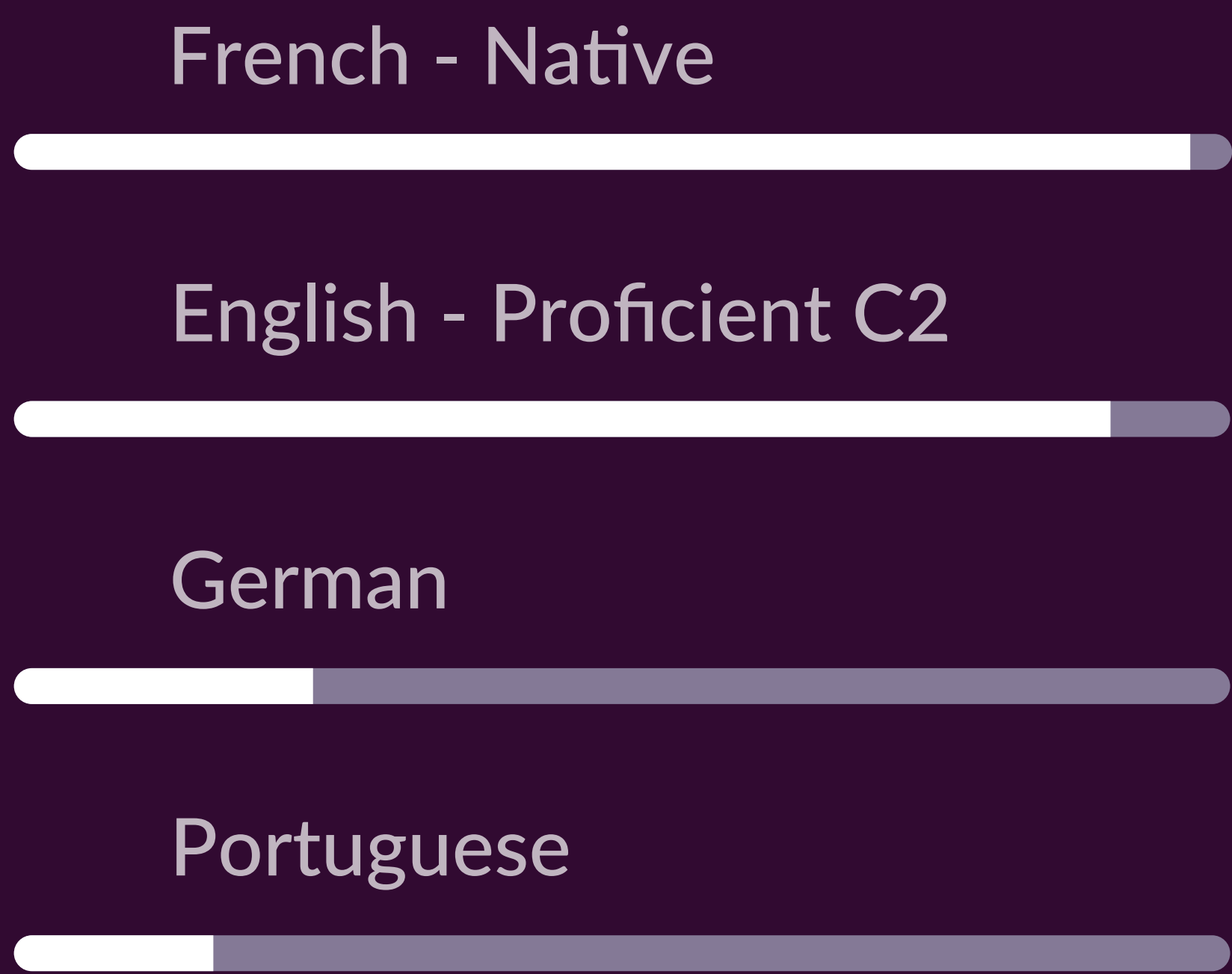
MARIE PETER

USER EXPERIENCE DESIGNER

JOURNALISM

- Storytelling
- Content strategy
- Presentation
- Synthetic
- Proactive
- Creative
- Goal-oriented

LANGUAGES



SOFT SKILLS

- Empathy
- Influencing
- Collaboration
- Organization
- Active listening
- Tolerance

BFMTV, Paris
2005-2008
Top French news channel

France2, Paris
2004-2005
Public French TV

TV5, Paris
2002-2005
International public French channel

L’Usine digitale, Tel Aviv
2018
Digital News magazine

TV5monde
Canal + i>télé
RFI

La Dépêche du Midi
1999-2005
Reporter for local newspapers, national and international radios and TVs

EDUCATION

CareerFoundry, Berlin
2018-2019

EJT, Toulouse
1999-2002

USHS, Strasbourg
1995-1999

Duty Editor

Coordinate the editorial needs of the newsroom and the products delivered by the international video agencies. I had the privilege to build and lead this department in BFMTV and to mentor my successors.

- Research and coordinate journalists needs and technical possibilities
- Elaborate processes and implement them in an agile environment
- Guide new co-workers (from 50 to 280 employees over 3 years)
- Pitch stories and defend ideas while recognizing other ways of thinking

Reporter

As a journalist for various media platforms, I excel at shaping complex information into engaging stories. Users deserve to enjoy trustworthy, empowering and accessible content. I ensure brand’s success and visibility.

- Extract meaningful insights from facts and data
- Excellent research and interviewing skills
- Strive when engaging with people from diverse backgrounds
- Time-management
- Work independently and in cross-functional teams

Certified UX Design Course

A mentored and online course for career change, dedicated to educating the next generation of tech talent.
Certification: User Experience Design
Specialization: Frontend Development for Designers

Master in Journalism

The "École de Journalism de Toulouse" is one of the top 10 French institutions of higher education approved by the profession.
Specialization: Radio

Master in Philosophy

The curriculum of the University of Human Sciences also covers disciplines such as Psychology, Aesthetics, Ethics and Logic.

REFERENCES

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INTERESTS



Yoga



Road trips



Sewing



Gifting



Surfing